

Printing Pages :2

Paper Code : F010502TA

(B) SVSU 2023-24/R

Enrollment No.

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BBA

III YEAR / V SEMESTER EXAMINATION ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

[Time : 3:00 Hours]

[Max. Marks : 75]

NOTE: ATTEMPT ALL THE QUESTIONS AS PER INSTRUCTIONS.**I. Long Question: Answer Any Three****[10X3= 30]**

1. Explain the problems of Entrepreneurship development in India.
2. Define Entrepreneurship and Explain its Importance?
3. Explain the importance of business idea and points to consider when selecting a business idea ?
4. Discuss the MSMD act 2006.

II. Short Question: Answer Any Five**[6X5=30]**

1. Explain the nature of Entrepreneurship.
2. Explain the feasibility analysis in project formulation.
3. Explain the concept of Women Entrepreneur in India with example.
4. Discuss the Entrepreneurship Innovation Theory.
5. Explain the brief description when selecting a New project for business.
6. Discuss evolution of concept of Entrepreneur.
7. Discuss how an Entrepreneur contribute to the society.

III Objectives questions : Answers all questions**[1X15=15]**

S. no	Questions	Option A	Option B	Option C	Option D
1	Entrepreneurship Innovation theory was given by	Max Weber	Schumpeter	Maslow	None of these
2	Systematic step by step development of project idea is known as	Project Designing	New Project	Project formulation	Project Completion
3	Many young people in developing countries need access to modern education on business development and the use of	ICT	IMT	IFT	None of these

[P.T.O.]

4	These are affluent individuals or investment groups that give money to small businesses and entrepreneurial ventures known as	Crowd funding	Venture Capital	Angel Investors	All of these
5	The meaning of entrepreneurship is synonymous with	Information	Intention	capital	Innovation
6	Entrepreneurship significantly contributes to a country's	FDP	GDP	EDP	CDP
7	The project report must clearly state the total expected demand for the product reflect as	Marketing Segment	Advertising	Marketing plan	None of these
8	They are motivated by their desire for self-employment and to achieve or prove their excellence in job performance known as	Spontaneous Entrepreneur	Fabian Entrepreneur	Adaptive Entrepreneur	Innovative Entrepreneur
9	MSMED Act comes in which year	2000	2005	2006	2008
10	What is full form of EDP	Entrepreneurial Development Programme	Entrepreneurship Demotion Programme	Entre Development Programme	None of these
11	It examines its strengths, weaknesses, and strengths, resources available, and opportunities of business known as	Business Planning	Strategic Planning	Systematic Planning	Function Planning
12	Investment proposition of a project comes in which analysis	Project analysis	Input analysis	Financial analysis	None of these
13	Which of the following is a financial incentive	Status	Bonus	Job enrichment	Employee Progress
14	Technique of instructing, guiding, inspiring, counseling is known as	Planning	Directing	Staffing	None of these
15	Last step in project formulation is	Input analysis	Project analysis	Pre investment appraisal	None of these

Enrollment No.

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BBA
2 YEAR/3 SEMESTER EXAMINATION
BUSINESS ENVIRONMENT
Course Code- B.B.A- F010303TB

[Time : 3:00 Hours]

[Max. Marks : 75]

I Long Question : Answer Any Three

[10×3=30]

1. Discuss the various factors that affect business environment.
2. Explain future trends in world trade.
3. Describe the process of environmental scanning.
4. Critically discuss the present EXIM policy of the government of India.
5. Explain the Industrial policy. What are the objectives of industrial policy?
6. Explain the role of government in industrial policy.

II. Short Question: Answer any Six

[5×6=25]

1. Critically evaluate new export-import policy 2002-2007.
2. What are the objectives of WTO? Explain the difference between GATT and WTO.
3. What is privatization? Write its main characteristics and explain the factors affecting of privatization.
4. Write a short note on GATT.
5. Explain difference between capitalism and socialism.
6. What do you mean by public enterprises? Why are they needed in India?
7. Explain the limitations of fiscal policy of India and give the suggestions for improvement of fiscal policy.
8. Discuss the concept of globalization. Explain globalization of economy and business.

III. Multichoice questions: Attempt all questions

[15×1=15]

S. NO.	Question	Option A	Option B	Option C	Option D
1.	_____ environment is beyond the control of the business	Internal	External	Micro	Macro
2.	Micro environment is also called as _____	General environment	Operating environment	Economic environment	Political environment
3.	_____ economy is not owned or managed by the government but owned by _____	Social	Capitalist	Mixed	Macro

[P.T.O.]

4. Which is not the part of compositional characteristics of population?	Size and growth	Power	Density	Literacy rate
5. Which is the one not included in national culture	Language	Internet	Belief	Attitude
6. Culture spreads from one place to another and such transmission is called as	Difference	Reputation	Adoption	Heritage
7. Fiscal policy refers to the policy of government regarding taxation, public expenditure and	Public debt	Budgets	Policies	Deposits
8. Which condition population remain stable	High birthrate and high death rate	Low birthrate and high death rate	High birthrate and low death rate	Low birthrate and low death rate
9. A company is affected by two broad set of factors are	Local and regional	Regional and national	Internal and external	Financial and non-financial
10. _____ is a statement which derives the role that an organization plays in a society	Goals	Mission	Objective	Success
11. External factors affecting a business environment also be referred to _____ factors	Controllable	Uncontrollable factors	Relevant	Global
12. Which of the following migration of population does not change the size of the population?	External migration	Internal migration	International migration	National migration.
13. What is the main occupation of kshatriyas	Engaged in cleaning	Engaged in trade	Engaged in army work	None of the above
14. As per Malthu's theory growth of population is increase	Geometrically	Arithmetically	Progressively	Drastically
15. Self fulfillment and immediate gratification are cultural values	Decreases	Rises	Diminishes	Corporate

Management
2023-24

(91)

Printing Pages :2

Paper Code : BBA- F010501TB

(B) SVSU 2023-24/R

Enrollment No.

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BBA

III YEAR/V SEMESTER EXAMINATION MARKETING COMMUNICATION

[Time : 03:00 Hours]

[Max. Marks : 75]

Note : Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)

[01×15=15]

- 1-What is the primary purpose of a marketing communication plan?
 - a) Increase employee satisfaction
 - b) Enhance supply chain management
 - c) Build brand awareness and promote products
 - d) Evaluate competitors
- 2-Which of the following is an example of owned media in marketing communication?
 - a) Social media mentions
 - b) Paid advertising
 - c) Company website
 - d) Influencer marketing
- 3-What role does storytelling play in effective marketing communication?
 - a) Determines product pricing
 - b) Builds emotional connections with the audience
 - c) Measures return on investment
 - d) Conducts market research
- 4-In marketing communication, what does the acronym KPI stand for?
 - a) Key Performance Indicator
 - b) Key Product Innovation
 - c) Known Public Image
 - d) Knowledgeable Product Information
- 5-Which stage of the marketing funnel focuses on converting leads into customers?
 - a) Awareness
 - b) Consideration
 - c) Conversion
 - d) Loyalty
- 6-What is the primary purpose of influencer marketing in the context of marketing communication?
 - a) Reduce advertising costs
 - b) Build brand authenticity
 - c) Conduct market segmentation
 - d) Determine product pricing
- 7-Which social media platform is best suited for professional networking and B2B marketing?
 - a) Instagram
 - b) Facebook
 - c) Twitter
 - d) LinkedIn
- 8-What is the significance of a marketing funnel in the buyer's journey?
 - a) Identifying target customers
 - b) Measuring social media engagement
 - c) Understanding stages of customer interaction
 - d) Building brand loyalty
- 9-Which metric measures the percentage of people who open an email in email marketing campaigns?
 - a) Click-Through Rate (CTR)
 - b) Conversion Rate
 - c) Open Rate
 - d) Bounce Rate
- 10-What is the purpose of segmentation in target marketing?
 - a) Reducing advertising costs
 - b) Identifying potential customers based on characteristics
 - c) Measuring employee satisfaction
 - d) Assessing internal strengths and weaknesses

[P.T.O.]

- 11-What role does public relations play in marketing communication?
a) Managing and maintaining a positive brand image
b) Conducting market research
c) Determining product pricing
d) Measuring return on investment
- 12-Which type of marketing communication involves direct interaction with potential customers?
a) Digital marketing
b) Inbound marketing
c) Outbound marketing
d) Content marketing
- 13-What is the purpose of a brand positioning statement in marketing communication?
a) Identifying target customers
b) Establishing a unique and favorable brand position
c) Conducting market segmentation
d) Measuring social media engagement
- 14-In marketing communication, what does the acronym PPC stand for?
a) Pay-Per-Click
b) Public Perception and Credibility
c) Product Pricing and Competition
d) Promotional Planning and Coordination
- 15-What is the primary focus of content marketing in marketing communication?
a) Increasing brand awareness
b) Generating leads through valuable content
c) Conducting market research
d) Managing customer complaints

2. Answer in long (any three)

[10×3=30]

- I Explain USP Theory of advertising.
- II Explain types of advertising budget.
- III Explain various issues in advertising.
- IV Explain the concept of integrated marketing communication (IMC) and its benefits for businesses.

3. Answer in short (any Six)

[5×6=30]

- I What do you understand by marketing communication?
- II What is Brand Positioning?
- III What is PPC?
- IV Explain buying behavior of customers.
- V Explain types of personal selling.
- VI Who is Target Customer?
- VII Appeals in advertising.

28/12/23

EnrollmentNo.

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BBA

**3RD YEAR / 5TH SEMESTER EXAMINATION
INDUSTRIAL RELATIONS & LABOR LAWS**

[Time : 3:00 Hours]

[Max. Marks : 75]

Note: Attempt all the questions as per instructions.**I. Long Question: Answer Any Three****[10X3= 30]**

1. What do you mean by Trade Union? Explain the principles and structure of Trade Union.
2. Explain the causes of Industrial disputes. Discuss the Machineries to resolve the Industrial disputes in detail.
3. What are the characteristics of Grievances? Explain the causes of grievance and grievance handling procedure & practices.
4. Introduce Industrial Labor Organization. Discuss the objectives & functions of ILO.

II. Short Question: Answer Any Six**[5 X 6=30]**

1. Explain the importance of Industrial relations.
2. Discuss the forms of Industrial disputes.
3. Explain structure of Participative Management.
4. Write a note on Turnover.
5. What are the causes of Industrial Unrest?
6. Introduce the term 'Employee Discipline'.
7. Write a note on Workmen's compensation Act.

III. Objective question: Attempt all questions**[1X15=15]**

S. no	Questions	Option A	Option B	Option C	Option D
1.	Factories Act is applicable to those factories which employed or more workers	50	100	25	None of these
2.	Who among the following is not a "Dependent" under "Employee's Compensation Act, 1923"	Minor illegitimate son	Widow	Daughter-In-Law	Minor Widowed sister
3.	When a young person joins an organisation he needs some senior person in whom he can confide and get advice and support. Such relationship may be called:	Mentoring	Counselling	Listening	Understanding
4.	A process by which a union negotiates with an employer on behalf of its members on matters concerning the terms and a condition of employment is called as.....	Mediation	Collective Bargaining	Both of the above	None of the above

5.	Which of the following can a union do once it is 'recognised'?	Apply to engage in the 'closed shop'	Engage in collective bargaining with an employer	Apply to be referred to as a 'workplace union'	Apply for union status
6	Which of the following is not a characteristic of trade union?	Voluntary association	Common goals	Intermediary	Individual actions
7	What should be the minimum number of person's required to register a trade union?	Six	Seven	Eight	nine
8	Who are the actors of Industrial Relations?	Workers and their organisations	Employers and their organisations	Government and the role of the State	all of the above
9	Industrial Dispute Act, 1947 provides the following industrial relations machinery for resolution of conflicts: (Tick mark the wrong one):	Negotiation	Conciliation	Mediation	Arbitration
10	In which year did factories act come into force?	23rd September, 1948	1st April, 1949	4th April, 1949	12th September, 1948
11	As per section 2 in factories act, who will be called as an adult?	A person who has completed 21 years of age	A person who is less than 19 years of age	A person who has completed 24 years of age	A person who has completed 18 years of age
12	Compensation under section 4 shall be paid...	As soon as it is possible	Before becoming due	As soon as it falls due	None of the above
13	The conciliation officer is given the power of	Civic court	Labour Court	Standing Officer	Arbitrator
14	Which permanent settlement machinery has been mentioned in the speedy & accountable settlement of Industrial disputes	Adjudication	Arbitration	Conciliation	All of the above
15	 Is the Percentage of employees who are separated from their jobs during a year time	Absenteeism	Turnover	Turnaround	None of the above

[illegible]

BBA

III YEAR/V SEMESTER EXAMINATION
SUBJECT CODE F010502TB

SUBJECT NAME: SALES MANAGEMENT

[Time : 03:00 Hours]

[Max. Marks : 75]

Note: Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs)

 $[01 \times 15 = 15]$

1. What is the term for the process of finalizing a sale and getting the customer's agreement?
 - a) Prospecting
 - b) Closing
 - c) Presenting
 - d) Negotiating
2. Which of the following is not a component of effective sales leadership?
 - a) Setting clear goals and expectations
 - b) Micro-managing the sales team
 - c) Providing coaching and feedback
 - d) Motivating and inspiring the team
3. Which sales method involves selling a higher-priced product or service after a lower-priced one has been agreed upon?
 - a) Upselling
 - b) Cross-selling
 - c) Downselling
 - d) Bundling
4. What is the primary purpose of a sales forecast?
 - a) To predict future sales revenue
 - b) To track customer complaints
 - c) To assess employee performance
 - d) To calculate production costs
5. Which of the following is a common sales territory management strategy?
 - a) Randomly assigning territories
 - b) Assigning territories based on employee preferences
 - c) Assigning territories based on geography and customer density
 - d) Not using territories at all

[P.T.O.]

6. What is the term for the process of analyzing and categorizing customers based on their value to the company?

- a) Customer segmentation
- b) Customer retention
- c) Customer acquisition
- d) Customer objection

7. Which of the following is not a key component of a sales compensation plan?

- a) Base salary
- b) Commission structure
- c) Vacation days
- d) Performance bonuses

8. Which type of salesperson typically focuses on selling to other businesses rather than individual consumers?

- a) B2C salesperson
- b) B2B salesperson
- c) Retail salesperson
- d) Online salesperson

9. What is the term for the practice of using data and analytics to make sales decisions and strategies?

- a) Data-driven selling
- b) Intuitive selling
- c) Emotional selling
- d) Impulse selling

10. Which of the following is a common sales pipeline stage?

- a) Cold calling
- b) Warm coffee
- c) Hot leads
- d) Cool prospects

11. Which sales approach involves making the customer feel comfortable and building trust?

- a) Consultative selling
- b) High-pressure selling
- c) Telemarketing
- d) Transactional selling

12. What is the purpose of a sales script?

- a) To eliminate the need for salespeople
- b) To ensure consistent messaging and sales techniques
- c) To bore the customer with a long presentation
- d) To provide detailed technical information

13. In sales, what does the term "churn rate" refer to?

- a) The rate at which ice cream melts
- b) The rate at which customers leave and need to be replaced
- c) The rate at which salespeople change jobs
- d) The rate at which leads are generated

14. What is the primary goal of market segmentation in sales?

- a) To increase production costs
- b) To reduce customer complaints
- c) To target specific customer groups more effectively
- d) To eliminate the need for advertising

15. Which of the following is not typically a factor influencing impulse buying?

- a) Price
- b) Urgency
- c) Brand loyalty
- d) Personal preferences

2. Answer in long (any three)

10×3=30

I Explain in detail functions and qualities of an 'Effective Sales Executive'.

II What is Sales Planning and what are the steps involved in Sales Planning?

III Write an essay on 'Personal Selling', bringing out clearly the concept, desirable qualities of sales

IV "Budgets assist managerial control of activities." Explain this statement, bringing out clearly how far this assists managerial control at different levels.

3. Answer in short (any six)

15×6=30

I Define Market Potential

II Define sales forecast.

III Define Salesmanship

IV What is channel of distribution?

V What is conflict?

VI what is right set of circumstances theory?

VII Buying Motives

26/12/23

Printing Pages : 3

Paper Code : - F010501TA
(A) (SVSU) : 2023-2024/R

Enrollment No.

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B.B.A

IIIrd YEAR/V SEMESTER EXAMINATION
INCOME TAX

[Time : 3:00 Hours]

[Max. Marks : 75]

I. Long Question: Answer Any Three: [10×3=30]

1. Define the Person under section 2(31) under the income tax Act 1961
2. Explain the various incomes that are taxable under the head income from business or profession.
3. What are the two conditions to become a resident of an individual under the provisions of income tax act?
4. Explain the various incomes that are taxable under the head income from House property.
5. Explain the various provision related to Gratuity received to different assesses
6. Explain the provision regarding set-off and carry forward of losses while computing the total income.

II. Short Question: Answer any Five: [6×5=30]

1. Write short note on:
 - a. Assessment Year
 - b. Gross total Income
2. Explain the various allowances which are exempt from tax.
3. Write short note on: a. Cost of improvement b. Indexed cost
4. Define clubbing of Income.
5. Write short note on tax evasion and tax avoidance.
6. Explain the deduction under section 80 U.
7. Explain exempted house property income.

[P.T.O.]

